

Message Text

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PAGE 01 MONTEV 05780 221046Z
ACTION ARA-14

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R 211819Z DEC 77
FM AMEMBASSY MONTEVIDEO
TO SECSTATE WASHDC 5474
USDOC WASHDC

UNCLAS MONTEVIDEO 5780

STATE PASS TO EB/OCA/J. REILLY
USDOC PASS TO BIC/OED/DEPD/JAMES NADER, BIC/OIM/J. BLOW (FOR INFO)
DIBA/OEO (FOR INFO)

E.O. 11652: N/A
TAGS: BEXP, BTRA, UY
SUBJ: POSSIBLE URUGUAYAN FOREIGN BUYER GROUP TO VISIT
STATES IN FEBRUARY

1. SUMMARY. THE EMBASSY IS ACTIVELY RECRUITING A FOREIGN BUYER GROUP FROM URUGUAY TO VISIT THE INTERNATIONAL EXPOSITION FOR FOOD PROCESSORS IN CHICAGO IN MID-FEBRUARY. THE ASSISTANCE OF USDOC IN ARRANGING MEETINGS FOR THE GROUP IN WASHINGTON ON FEBRUARY 10 AND 11 IS CRUCIAL TO THE SUCCESS OF THE PROMOTION EFFORT AND TO THE SUCCESS OF THE VISIT ITSELF. WASHINGTON'S ASSISTANCE WITH TRAVEL AND PER DIEM COSTS AND SUBSEQUENT ORIENTATION PROGRAM FOR THE ESCORT OFFICER ALSO REQUESTED. END SUMMARY.

2. EMBASSY IS WORKING WITH LOCAL TRAVEL AGENCY AND AIRLINE TO RECRUIT URUGUAYAN BUSINESSMEN TO VISIT THE INTERNATIONAL EXPOSITION OF FOOD PROCESSORS IN CHICAGO, FEBRUARY 12-15. JOINT SPONSORSHIP OF THE VISIT HAS BEEN OBTAINED FROM THE URUGUAYAN GOVERNMENT, AS WELL AS THE URUGUAYAN CHAMBER OF INDUSTRIES, U.S. - URUGUAY CHAMBER OF COMMERCE AND OTHER TRADE ASSOCIATIONS. INASMUCH AS THE COST OF
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SUCH A TRIP IS RELATIVELY EXPENSIVE FOR THE LOCAL BUSINESSMEN, THE VISIT IS BEING PROMOTED NOT ONLY AS AN OPPORTUNITY TO PERSONALLY TALK TERMS WITH FOOD PROCESSING EQUIPMENT MANUFACTURERS AND TO SEE THE EQUIPMENT FIRST HAND, BUT ALSO AS AN OPPORTUNITY TO TALK WITH PROSPECTIVE U.S. IMPORTERS OF FOODSTUFFS PROCESSED IN URUGUAY. THE ARRANGEMENTS WITH U.S. IMPORTERS ARE TO BE HANDLED BY THE URUGUAYAN GOVERNMENT'S

COMMERCIAL REPRESENTATIVE IN NEW YORK.

3. THE SCHEDULE OF THE TRIP IS PROPOSED AS FOLLOWS: LEAVE MONTEVIDEO FEBRUARY 9, ARRIVE WASHINGTON AT 9:30 A.M. ON FEBRUARY 10. MEETINGS WITH USDOC OFFICIALS, EMBASSY OF URUGUAY OFFICIALS, IMPORTERS, ETC. ON THE AFTERNOON OF THE 10TH. AND MORNING OF THE 11TH. LEAVE WASHINGTON THE AFTERNOON OF FEBRUARY 11 FOR ATTENDANCE AT SHOW IN CHICAGO 12-15. PLANT VISIT IN CHICAGO AREA ON AFTERNOON OF THE 15TH. LEAVE CHICAGO FEBRUARY 16; ARRIVE NEW YORK 11:00 A.M. MEETING IN THE AFTERNOON OF THE 16TH WITH THE URUGUAYAN GOVERNMENT'S COMMERCIAL REPRESENTATIVE IN NEW YORK, WHO WILL HAVE SET-UP APPOINTMENTS WITH IMPORTERS, AND POSSIBLE MEETING WITH OFO NEW YORK PERSONNEL FOR "OFFICIAL" FAREWELL AND TO ANSWER LAST MINUTE QUESTIONS. LEAVE NEW YORK EVENING OF FEBRUARY 17.

4. THE ASSISTANCE OF USDOC'S FOREIGN BUYER PROGRAM GROUP IS CRUCIAL TO THE SUCCESS OF THE PROMOTION EFFORT AND OF THE VISIT ITSELF WHICH WILL BE THE FIRST FBP GROUP FROM URUGUAY TO VISIT THE STATES. SPECIFICALLY, COULD USDOC PROVIDE A SMALL RECEPTION IN WASHINGTON FOR THE BUYING GROUP AND HAVE SOMEONE, PERHAPS AT THE BUREAU LEVEL, OFFICIALLY WELCOME THEM? COULD USDOC ARRANGE TO HAVE AN FDA EXPERT TO SPEAK TO THE GROUP ON U.S. IMPORT REGULATIONS IN THE PROCESSED FOOD FIELD? COULD USDOC
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ARRANGE TO HAVE THE GROUP SPEAK TO SOMEONE IN THE BANKING COMMUNITY FOR FINANCING INFORMATION? COULD OFO ARRANGE A PLANT VISIT IN THE CHICAGO AREA FOR THE GROUP? COULD OFO ARRANGE TO MEET WITH THE GROUP IN NEW YORK? COULD USDOC, IF REQUIRED, ARRANGE MEETINGS WITH INTERESTED PROCESSED FOOD IMPORTERS? THESE ARE THE ASPECTS OF THE PROGRAM WHICH WILL MAKE THE VISIT A SUCCESS; THE EMBASSY HOPES THAT THE ASSISTANCE CAN BE PROVIDED.

5. NOT ONLY DOES THE VISIT AFFORD A GOOD OPPORTUNITY FOR U.S. EXPORT SALES, IT ALSO PROVIDES A VEHICLE FOR THE EMBASSY'S SENIOR COMMERCIAL LOCAL EMPLOYEE, MR. GORDON LITTLE, TO VISIT THE STATES. MR. LITTLE, AS WASHINGTON'S COMMERCIAL ACTION GROUP, IS AWARE, IS AN OUTSTANDING EMPLOYEE OF OVER 20 YEARS WHO HAS NEVER BEEN TO THE STATES. THE EMBASSY REQUESTS EB/OCA AND USDOC ASSISTANCE WITH MR. LITTLE'S TRAVEL AND PER DIEM EXPENSES AS ESCORT OFFICER FOR THE GROUP AND TO ARRANGE A WEEK'S ORIENTATION PROGRAM IN THE WASHINGTON AREA FOR THE WEEK BEGINNING FEBRUARY. 20. HIS TRANSPORTATION TO AND FROM THE STATES WILL BE PROVIDED BY THE AIRLINE.
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TAGS: BEXP, BTRA, UY
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